

ASSESSING ENTREPRENEURIAL ACTIVITY, ASPIRATIONS AND ATTITUDES IN KAZAKHSTAN

R. O'Callaghan*, L. Yergozha

Graduate School of Business, Nazarbayev University, Astana, Kazakhstan; *ramon.ocallaghan@nu.edu.kz

Introduction. Entrepreneurship remains a priority in most economies, and particularly so in Kazakhstan as recognized in the 2050 Strategy document proclaimed by President Nazarbayev. Evidence shows that the growth engines of an economy are not large companies, but the many entrepreneurs who start new businesses. NUGSB has recently joined GEM (The Global Entrepreneurship Monitor), the largest ongoing research project on Entrepreneurship in the world. The project assesses the motives and aspirations of (potential) entrepreneurs and the attitudes of those around them, i.e. the climate for entrepreneurship in society [1]. Nearly 100 "National Teams" from every corner of the globe participate in the project. NUGSB is now the National Team of Kazakhstan.

Conceptual Framework and Methodology. The GEM conceptual framework reflects the causal relationships between entrepreneurship and economic development [2]. Attitudes, activity, and aspirations are included as factors that lead to innovation, economic growth and job creation as shown in figure 1. Data collection involved two surveys: 1) the Adult Population Survey (APS) which measures the entrepreneurial activity, attitudes and aspirations of individuals; and 2) the National Experts Survey (NES) that ascertains the entrepreneurial environment in the country: e.g. governmental policies, infrastructure, market openness, social norms. We have carried out the APS jointly with the Economic Research Institute (ERI) on a representative sample of 2,100 adults using the standardized questionnaire developed by GEM.

Results and Conclusions. At this stage, we have completed the data collection, but the data analysis is just starting. The results will help us understand the entrepreneurship culture and mind-set of Kazakhstan society. We will also be able to compare and contrast the locally generated data with data from the rest of the world. This information can help identify factors determining national levels of entrepreneurial activity. The results can be used to inform policy makers, to educate current and aspiring entrepreneurs, and to develop framework conditions for entrepreneurship to flourish.

References.

1. GEM Global Report 2013 <http://www.gemconsortium.org/docs/download/3106>
2. Bosma, N.S., Acs, Z., Autio, E., Coduras, A. and Levie, J. (2009). Global Entrepreneurship Monitor 2008 Executive Report. London Business School, London, UK, Universidad del Desarrollo, Santiago, Chile, and Babson College.